

**PHILIP MORRIS USA****INTER-OFFICE CORRESPONDENCE**

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**TO:** Ms. Ann Daw  
**FROM:** Matthew N. Winokur  
**SUBJECT:** IARC

**DATE:** February 4, 1994

Following are the answers to the questions about IARC raised at the PMI plan presentation.

Question 1: Who is on the IARC task force and what is its purpose?

The IARC task force reports to Mssrs. David Greenberg and Steve Parrish. It consists of:

Tony Andrade, Esq.	Shook Hardy & Bacon
Dr. Tom Borelli	PM Companies
Ms. Helene Lyberopoulos	PMCS/Brussels
Ms. Anne Okoniewski	PMI
Dr. Helmut Reif	Science and Technology, Neuchatel
Dr. Mitch Ritter	Science and Technology, Neuchatel
Ms. Joanna Sullivan	PMCS/Brussels
Mr. Matthew N. Winokur (Chair)	Worldwide Regulatory Affairs

The purpose is to develop and implement strategies to mitigate the impact which a adverse IARC finding could have on smoking restrictions. This will be done in coordination with all PM corporate affairs departments worldwide and the other international tobacco companies. To achieve the inter-company coordination, a second task force has been created which includes BAT, RI, RJR, Reemtsma, Imperial, as well as PM. PM chairs the inter-company task force.

Question 2:

What preemptive measures are being planned?

- Evaluation of prior IARC publications on tobacco to determine bias on ETS.
- Review of ETS and epidemiology by the country collaborators who are conducting the 11 individual surveys that will provide the data for the IARC study.
- Develop/publish literature reviews on scientific issues that could be used to offset the conclusions anticipated in the IARC study. These could include papers on the limits of epidemiology, the need to account for "confounders", the role of diet in cancer, etc.
- Identify areas for new, original scientific research to keep the debate open on ETS.
- Organize preemptive briefings of national regulatory bodies on the weaknesses of ETS epidemiology.
- Mobilize allies, including employer organizations, restaurant management, unions, tobacco monopolies and growers where they can help balance government deliberations on smoking restrictions.
- Develop a crisis communications plan to minimize the media fallout when the study is released. This will be a key responsibility of the inter-company task force in order to ensure consistent industry messages on ETS worldwide.
- Communicate the weaknesses and limits of low risk epidemiology as a basis for public policy.

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Question 3:

When will information on IARC begin to become public?

The final IARC study is not expected to be published until the first half of 1995. To date, there has been essentially no public awareness of the study. The scientific community interested in ETS is, no doubt, aware of it. However, we are planning for "leaks" prior to formal publication which may include:

- Use of individual country data by the local collaborating scientists in separately published papers.
- Use by IARC itself of the data in a preliminary form.

One occasion for either or both of the above could be the "IX World Conference on Smoking OR Health" in Paris, October 1994. cc. Ms. Wendy Burrell

cc. Ms. Wendy Burrell  
Mr. Ted Lattanzio  
Ms. Anne Okoniewski

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## OVERVIEW/EEC

**Q. IARC - Who's on the task force? Is Tom Borelli involved? What pre-emptive measures can we take?**

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As discussed in our EEC plans, an industry task force has been established and we are mobilizing support from monopolies, NMA's and other allies. We are conducting literature reviews of confounding factors to challenge potential IARC findings and are identifying key regulatory agencies for briefings, utilizing independent experts and our staffs.

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